What is claimed is:

1. A contents conversion method in a contents conversion server, comprising the steps of:

receiving from a user terminal, access destination information and information concerning a type of said user terminal or an access requesting source in said user terminal;

if it is interpreted that said access destination information represents contents information in a server which is different from said contents conversion server as an access destination, acquiring contents information represented in said access destination information from said server;

by converting said contents information of an arbitrary format, based on said information concerning said type of said user terminal or said access requesting source in said user terminal, and by further converting link information included in said contents information in accordance with a predetermined rule if said contents information includes said link information, generating converted contents information; and

transmitting the converted contents information to said user terminal.

- 2. The contents conversion method as set forth in claim 1, wherein said predetermined rule is a rule to convert an original link destination into a format in which said contents conversion server is set as an access destination and information concerning said original link destination is included.
- 3. The contents conversion method as set forth in claim 1, further comprising a step of, if it is interpreted that said access destination information represents only said contents conversion server as an access destination, transmitting information including link information for causing to access via said contents conversion server to other registered servers.

4. The contents conversion method as set forth in claim 1, further comprising steps of:

if it is interpreted that said access destination information represents only said contents conversion server as an access destination and a search condition for registered servers is received, searching registered servers matching with said search condition; and

transmitting information including link information for causing to access via said contents conversion server to said registered servers matching with said search condition.

- 5. The contents conversion method as set forth in claim 1, wherein said type of said access requesting source in said user terminal is a browser type.
- 6. The contents conversion method as set forth in claim 1, wherein said generating step comprises a step of reconstructing tags in an arbitrary markup language to tags in a markup language corresponding to said type of said user terminal or said access requesting source in said user terminal.
- 7. A program embodied on a medium for causing a contents conversion server to convert contents, said program comprising the steps of:

receiving from a user terminal, access destination information and information concerning a type of said user terminal or an access requesting source in said user terminal;

if it is interpreted that said access destination information represents contents information in a server which is different from said contents conversion server as an access destination, acquiring contents information represented in said access destination information from said server;

by converting said contents information of an arbitrary format, based on said information concerning said type of said user terminal or said access requesting source in said user terminal, and by further

converting link information included in said contents information in accordance with a predetermined rule if said contents information includes said link information, generating converted contents information; and

transmitting the converted contents information to said user terminal.

- 8. The program as set forth in claim 7, wherein said predetermined rule is a rule to convert an original link destination into a format in which said contents conversion server is set as an access destination and information concerning said original link destination is included.
- 9. The program as set forth in claim 7, further comprising a step of, if it is interpreted that said access destination information represents only said contents conversion server as an access destination, transmitting information including link information for causing to access via said contents conversion server to other registered servers.
- 10. The program as set forth in claim 7, further comprising steps of:

 if it is interpreted that said access destination information
 represents only said contents conversion server as an access destination
 and a search condition for registered servers is received, searching
 registered servers matching with said search condition; and

transmitting information including link information for causing to access via said contents conversion server to said registered servers matching with said search condition.

- 11. The program as set forth in claim 7, wherein said type of said access requesting source in said user terminal is a browser type.
- 12. The program as set forth in claim 7, wherein said generating step comprises a step of reconstructing tags in an arbitrary markup language to tags in a markup language corresponding to said type of said user terminal or said access requesting source in said user terminal.

13. A contents conversion server, comprising:

means for receiving from a user terminal, access destination information and information concerning a type of said user terminal or an access requesting source in said user terminal;

means for acquiring contents information represented in said access destination information from a server as an access destination, which is different from said contents conversion server, if it is interpreted that said access destination information represents contents information in said server;

means for converting said contents information of an arbitrary format, based on said information concerning said type of said user terminal or said access requesting source in said user terminal, and further converting link information included in said contents information in accordance with a predetermined rule if said contents information includes said link information, to generate converted contents information; and

means for transmitting the converted contents information to said user terminal.

- 14. The contents conversion server as set forth in claim 13, wherein said predetermined rule is a rule to convert an original link destination into a format in which said contents conversion server is set as an access destination and information concerning said original link destination is included.
- 15. The contents conversion server as set forth in claim 13, further comprising means for transmitting information including link information for causing to access via said contents conversion server to other registered servers if it is interpreted that said access destination information represents only said contents conversion server as an access destination.
- 16. The contents conversion server as set forth in claim 13, further

comprising:

means for searching registered servers matching with a search condition if it is interpreted that said access destination information represents only said contents conversion server as an access destination and said search condition for registered servers is received; and

means for transmitting information including link information for causing to access via said contents conversion server to said registered servers matching with said search condition.

- 17. The contents conversion server as set forth in claim 13, wherein said type of said access requesting source in said user terminal is a browser type.
- 18. The contents conversion server as set forth in claim 13, wherein said means for converting comprises means for reconstructing tags in an arbitrary markup language to tags in a markup language corresponding to said type of said user terminal or said access requesting source in said user terminal.
- 19. A converted contents acquiring method comprising the steps of:

transmitting at least one part of a uniform resource locator of a contents information provider and information concerning a type of a user terminal or a access requesting source in said user terminal to a contents conversion server to acquire contents information of an arbitrary format corresponding to a different type from said type of user terminal or said access requesting source in said user terminal; and

receiving and displaying on a display device, contents information from said contents conversion server, wherein a conversion corresponding to said type of said user terminal or said access requesting source of said user terminal is performed for said contents information and if link information is included in said contents information, said link information in said contents information is converted in accordance with a predetermined rule.